

**Domain:** Website URL -

**Hosting:** Who is currently hosting your site?

**Current Web Speed:** ( <https://gtmetrix.com/> )

**Do you have a logo & colors?**

Rate the following areas of your website

	5 - 4	3 - 2	1 - 0
<b>CONTENT</b>	<p>The content is complete and reliable.</p> <p>The information is not biased.</p> <p>The content is error-free in grammar, spelling, or punctuation.</p>	<p>The content is not complete but reliable.</p> <p>The information may be biased.</p> <p>The content has a few errors in grammar, spelling, or punctuation.</p>	<p>The content is neither complete nor reliable.</p> <p>The information is biased.</p> <p>The content has many errors in grammar, spelling, or punctuation.</p>
<b>AUTHORITY</b>	<p>The author or publisher is an authority on the topic.</p> <p>There is no hidden agenda or motivation.</p>	<p>The author or publisher is qualified to speak on the topic.</p> <p>There may be some hidden agenda or motivation.</p>	<p>The author or publisher is not an authority or qualified to speak on the topic.</p> <p>There is a hidden agenda or motivation.</p>
<b>PHOTO/VIDEO</b>	<p>The photo/video is encouraging and supports the brand</p>	<p>The photo/video is encouraging</p>	<p>The photo/video is lacking</p>
<b>PURPOSE</b>	<p>The purpose and target audience for the Web site is clear.</p>	<p>The purpose and target audience for the Web site is fairly clear.</p>	<p>The purpose and target audience for the Web site is not clear.</p>
<b>USABILITY</b>	<p>The Web site is organized and easy to navigate.</p> <p>Pages load quickly.</p>	<p>The Web site is fairly organized and easy to navigate.</p> <p>Pages load slowly.</p>	<p>The Web site is not organized and difficult to navigate.</p> <p>Pages do not load.</p>